



Panel Discussion with Business Managers on Good Kaizen/QPI, the Start-ups of New Businesses, and Innovative Approaches

25 August 2021

(12:20-12:50 in Tanzania, Kenya, 18:20-18:50 in Japan)

Moderator : MURAKAMI Hironobu

Deputy Director General

Economic Development Department, JICA

Aim of the session

Eminent business managers who have won the NINJA (Next Innovation with Japan) competition for startup businesses, and the Home-Grown Solution(HGS) Acceleration Program, are invited as panelists to share their own views on business challenges, opportunities, and business development supports provided by the public sector, especially in the period of the COVID-19 pandemic.

Panelists

Revital Healthcare (EPZ) Ltd., Kenya

(Winner of Home Grown Solutions Accelerator Program)

- Mr. Vikrant Chowgule, Head of Quality,
- Mr. Harsh Mehta, Manager of International Sales,

Tanzania Maji Jibu Co. Ltd., Tanzania

(Winner of NINJA Competition in Tanzania)

- Mr. Giacomo Gentili, Franchising Development Director,

Discussant:

- Mr. Eiji INUI, Adviser to CEO, AUDA-NEPAD

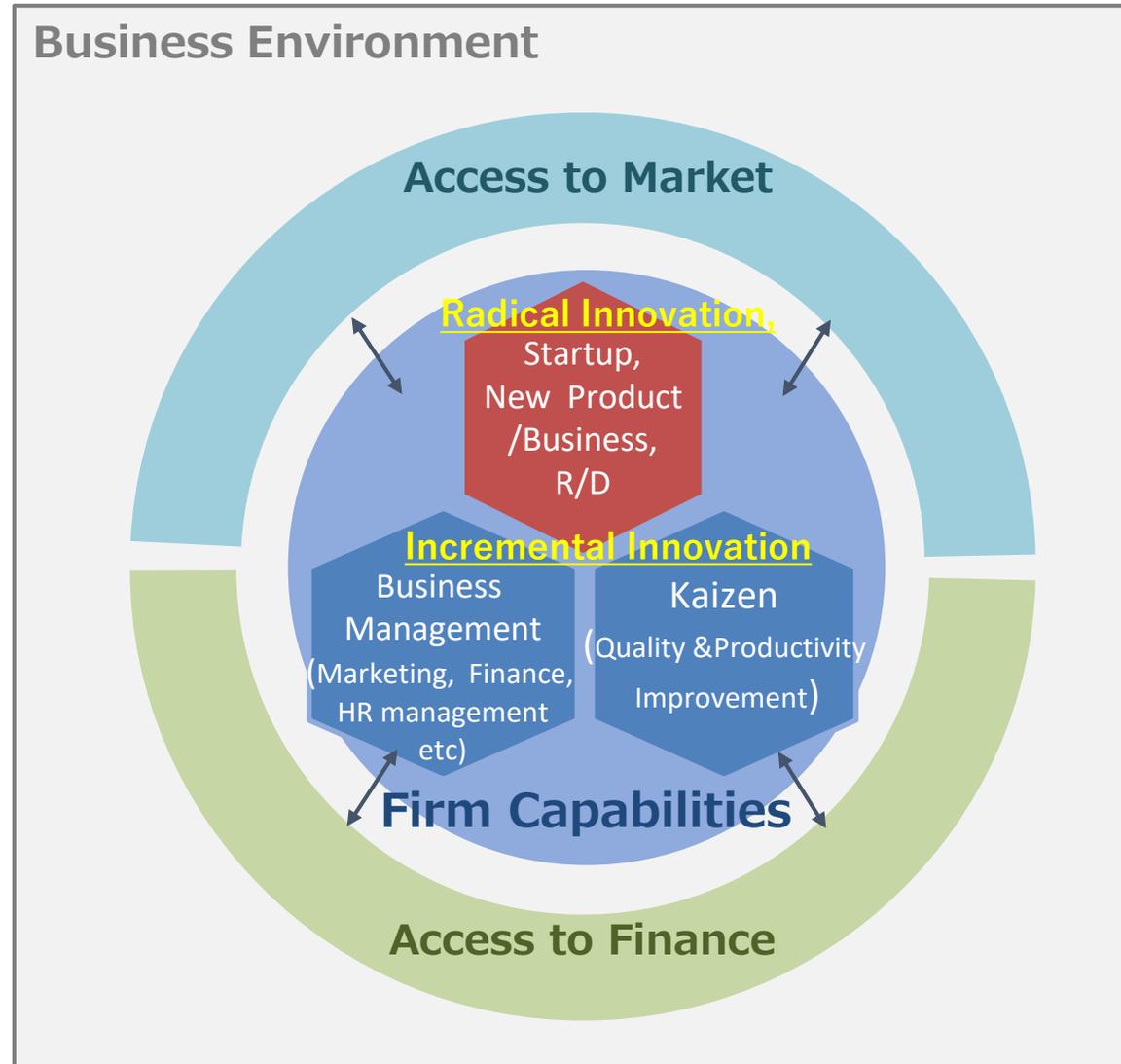
Questions to Business Managers

- **【Q1】** How can a business be challenging, innovative, and sustainable in an environment shaped by globalization, digitalization, and the COVID-19 pandemic?
- **【Q2】** How can Kaizen and other business management and marketing methods create opportunities for businesses in Africa?
- **【Q3】** How can Kaizen in management and marketing contribute to the start-up of new businesses, import substitution, and supply-chain development?

Question to discussant

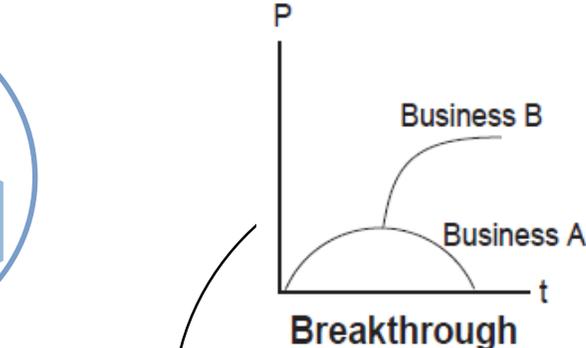
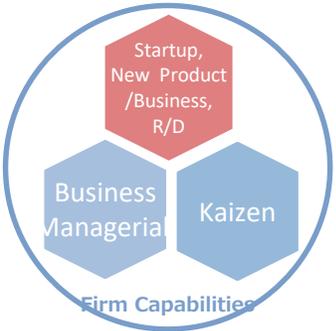
- **【Q4】** How can the public sector provide support to private businesses and create better business opportunities in the context of the African region?

Firm Capabilities



Kaizen and Innovation

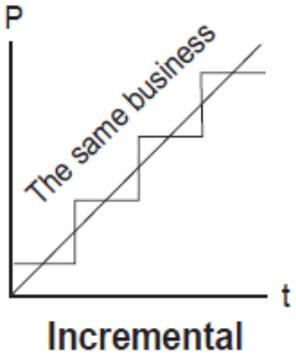
- Realizing incremental & radical innovation through enhancement of firm capabilities



Radical Innovation

Breakthrough

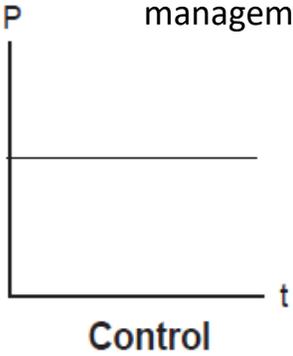
Capacity to create new product/service through finding customer's latent needs, and reformation of business model, technology, process, distribution, and management.



Betterment

Capacity to enhance productivity and quality of the service through improving business model, techniques, process, distribution and management.

Incremental Innovation



Standardization (Process Control)

Capacity to steadily provide product/service to the market at a required quality through standardizing business models, process and approaches.

Promotion of industrialization

